



CodeX Portfolio Project

By Muhammad Hamza

Demographic Insights



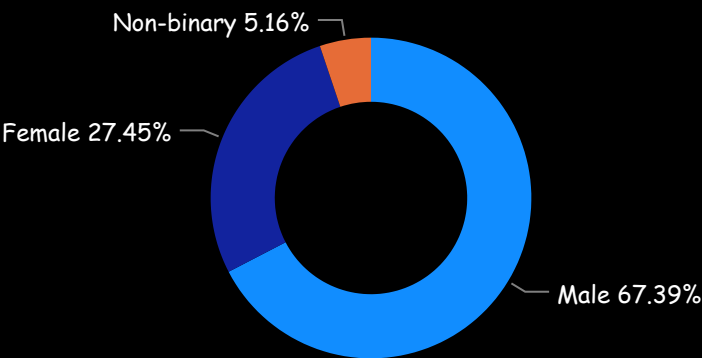
Age

- Deselect all
- 15-18
- 19-30
- 31-45
- 46-65
- 65+

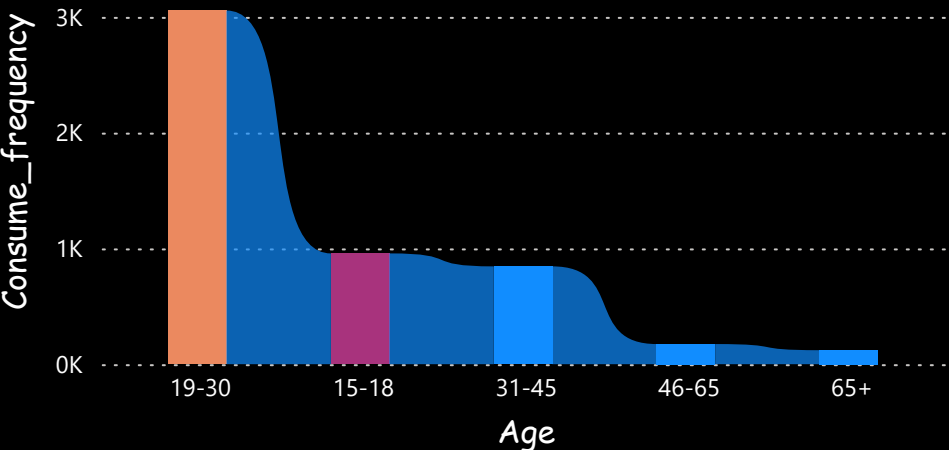
Gender

- Deselect all
- Female
- Male
- Non-binary

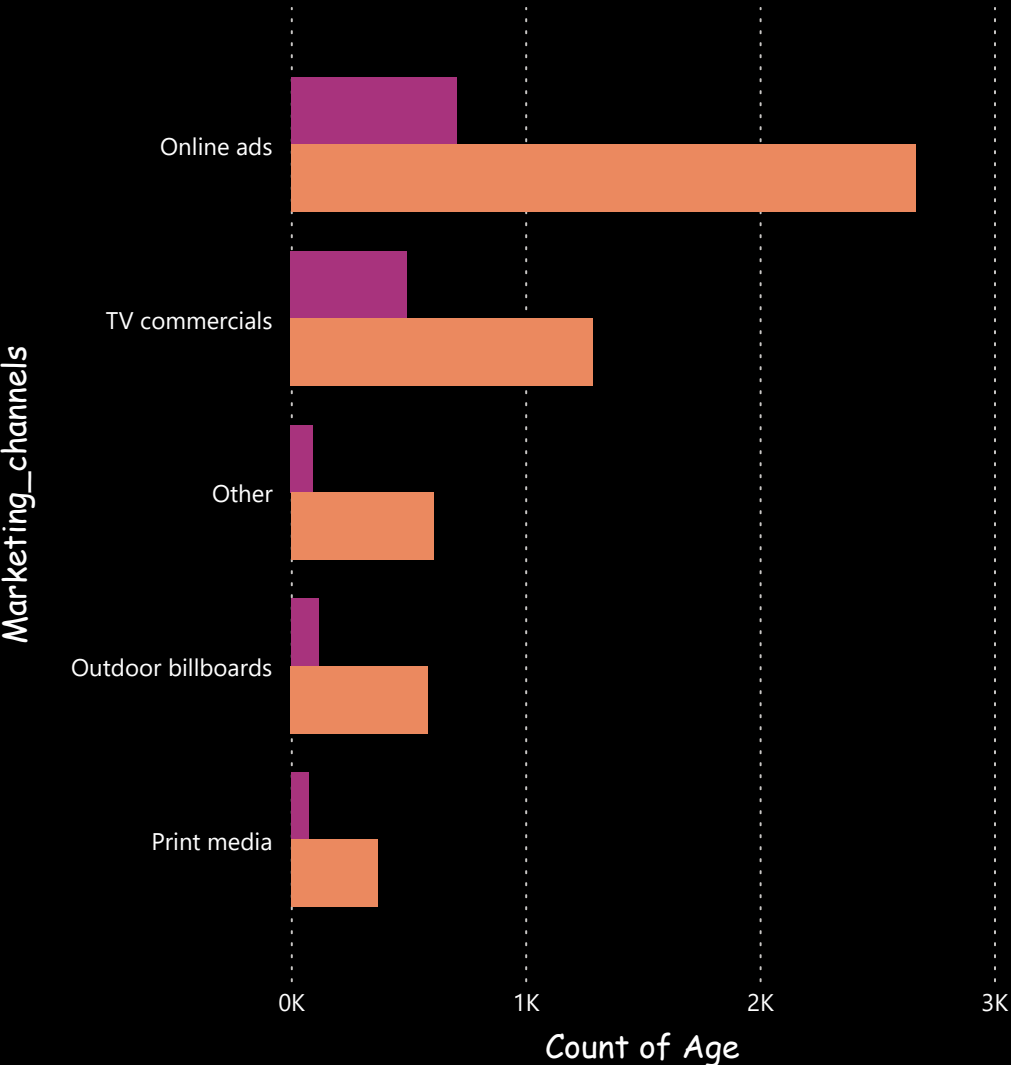
Energy Drink Preference by Gender



Energy Drink Preference by Age



Best Marketing_channels for Youth



Customer Preferences



Age

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65+

Gender

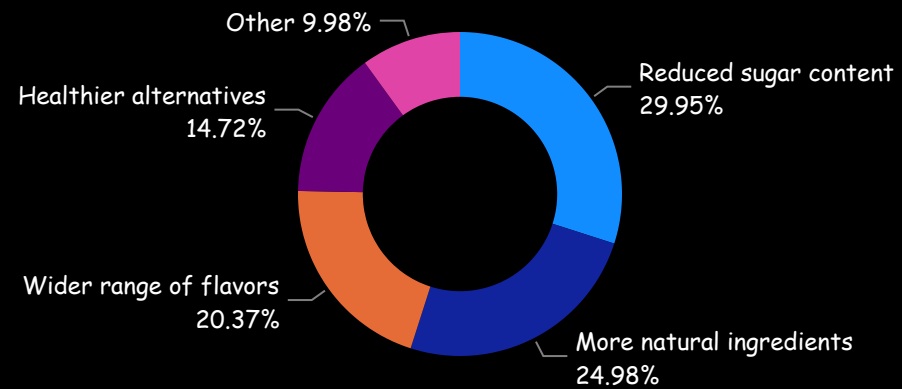
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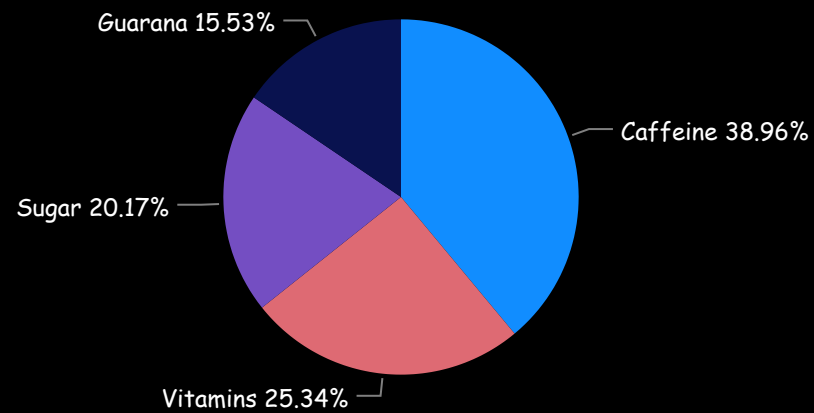
Male

Non-binary

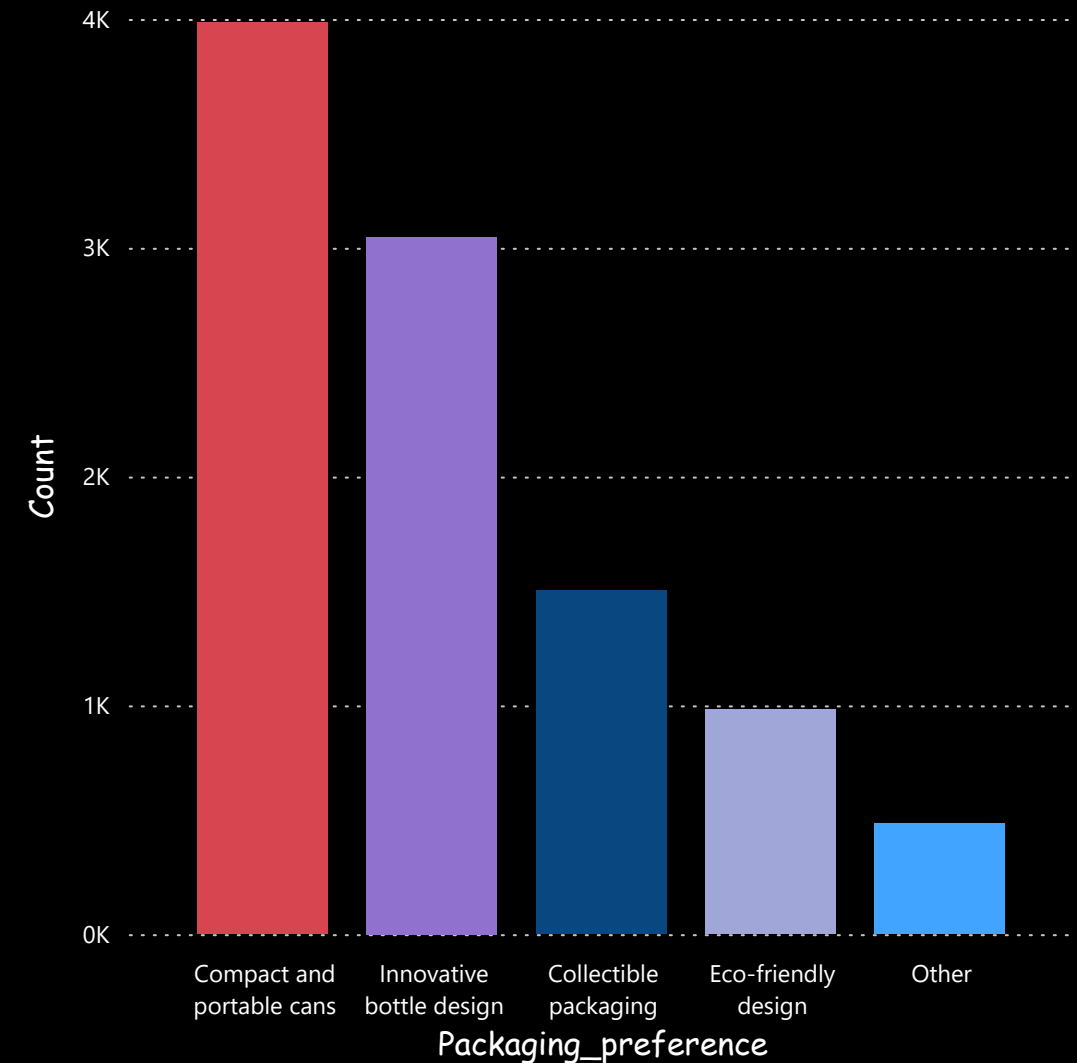
Improvements_desired



Ingredients_expected



Packaging preference



Competition Analysis



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Gender

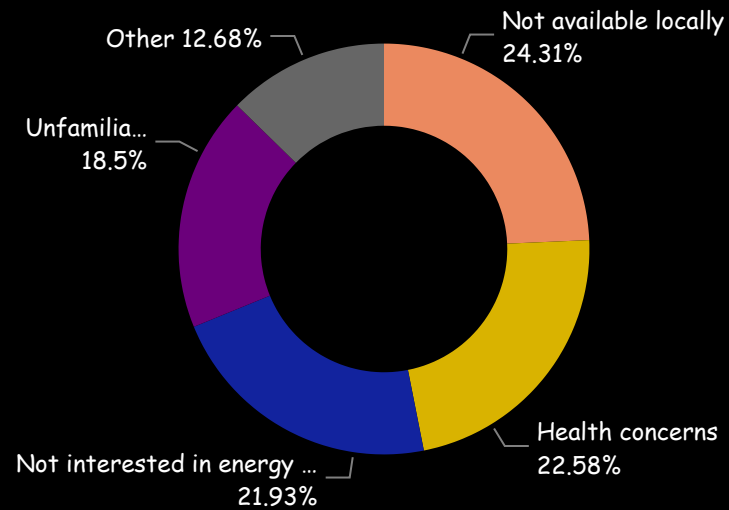
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Female

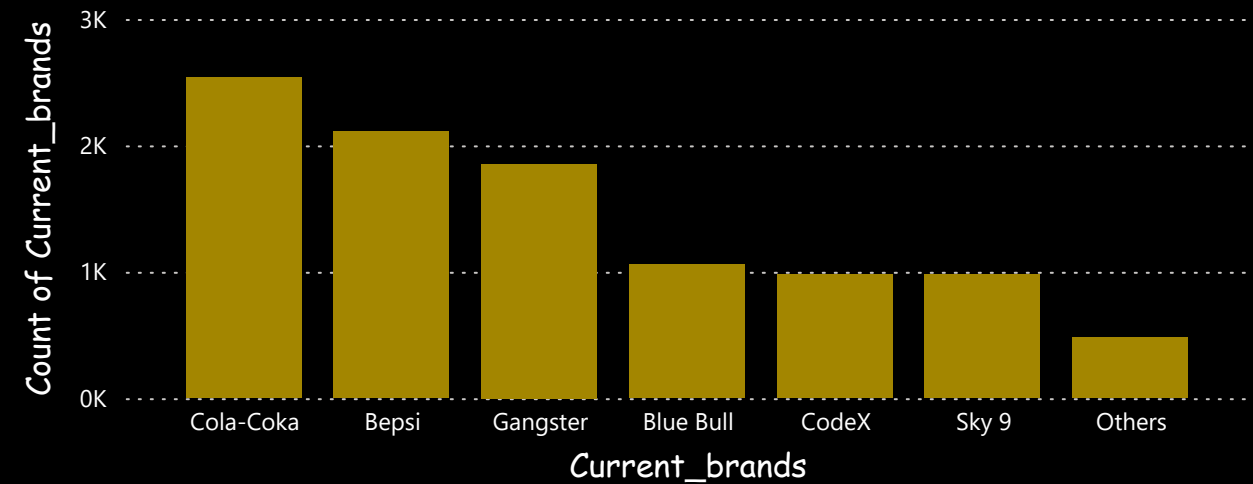
Male

Non-binary

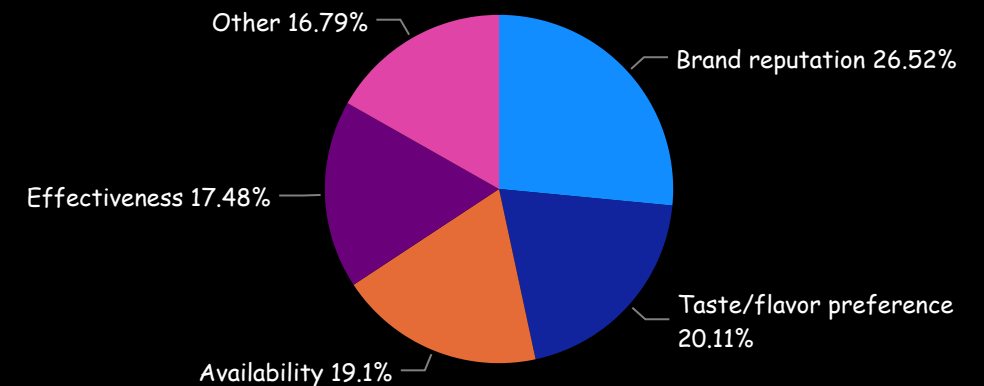
Reasons preventing trying



Current Market Leaders



Reason for Preference



Marketing Channels and Brand Penetration



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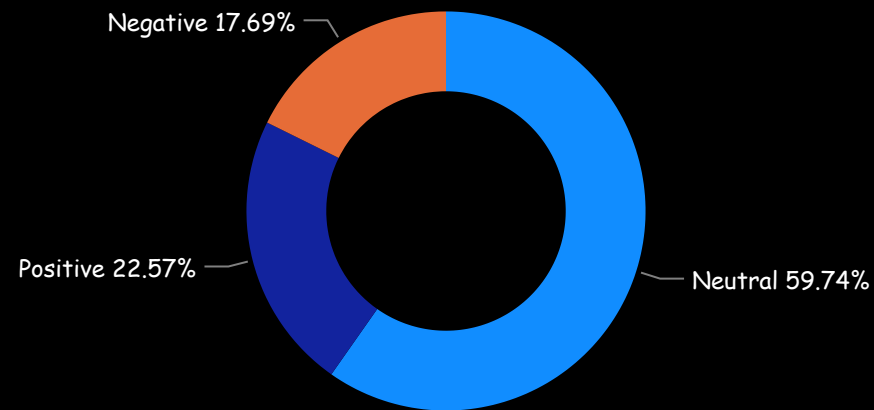
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Female

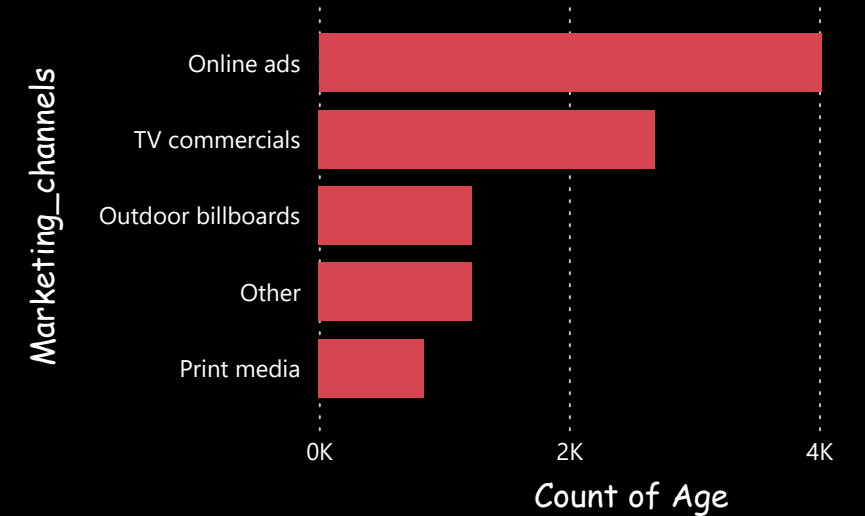
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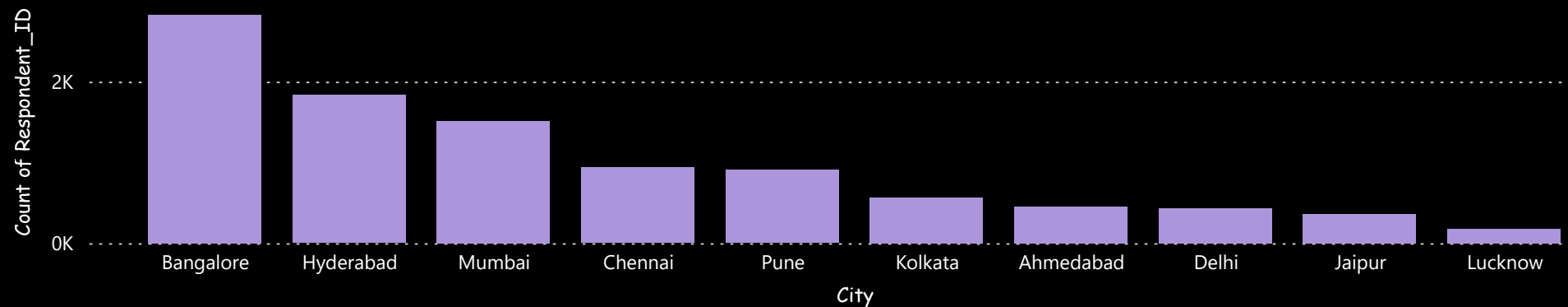
Brand Perception



Best Marketing_channel



City and Respondents



Purchase Behavior



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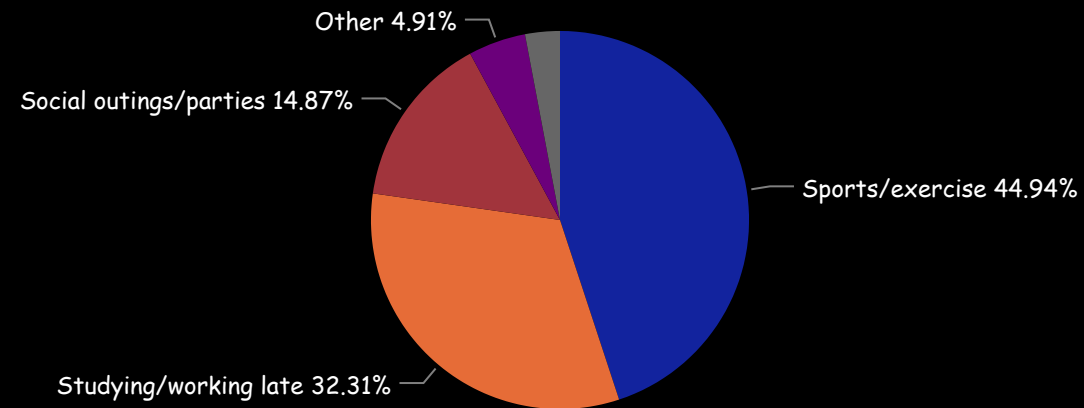
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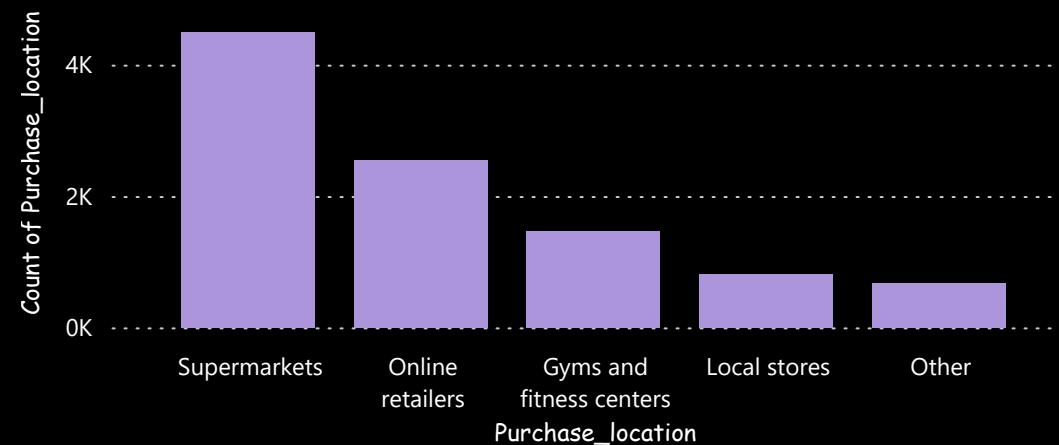
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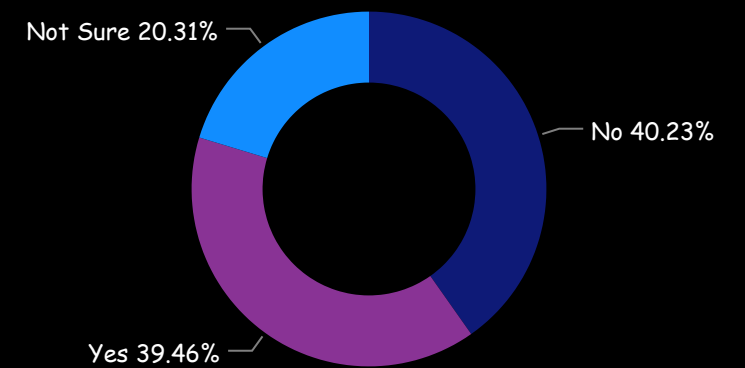
Typical_consumption_situations



Purchase_location



Limited_edition_packaging



Product Development



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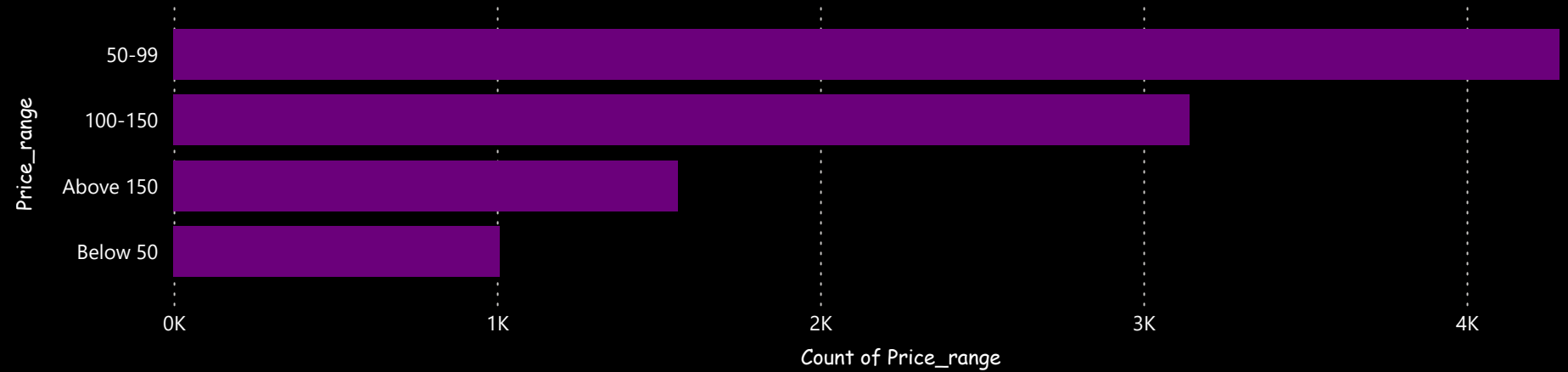
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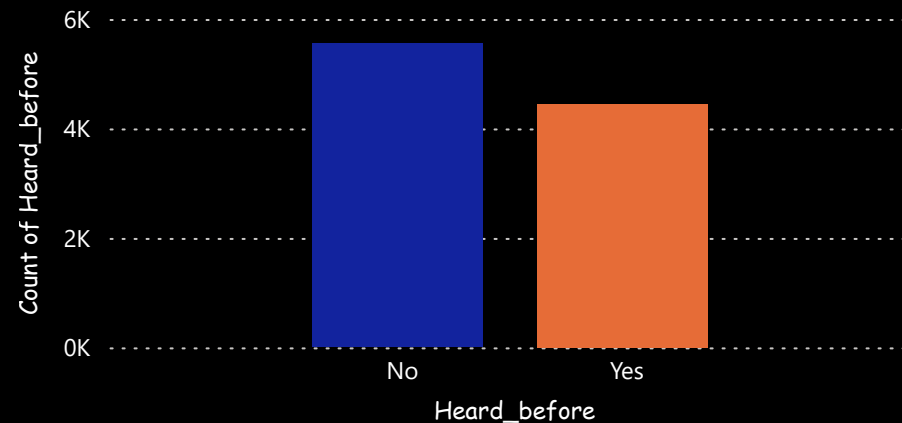
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Preferred price range



Heard_before



Average Taste_experience

